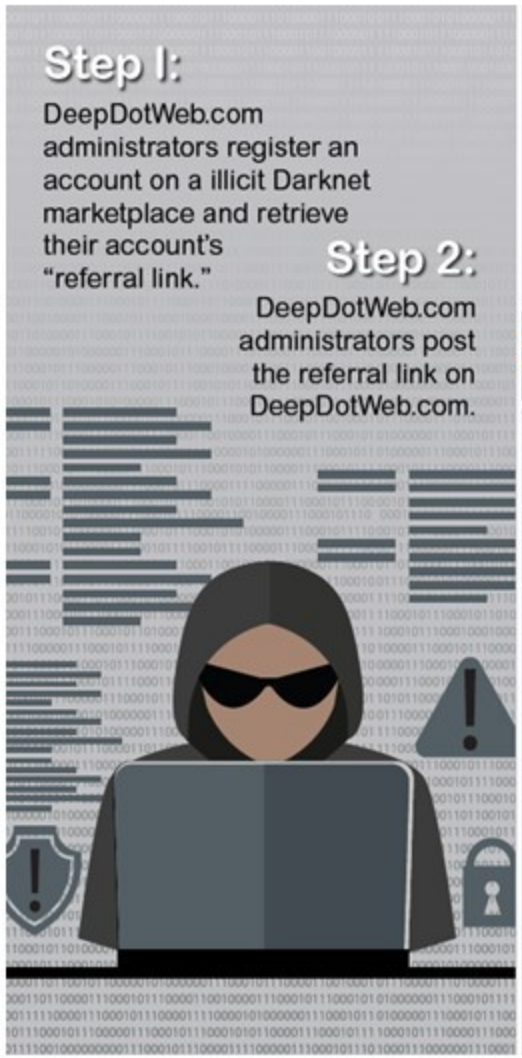How DeepDotWeb Profited by Referring the General Public to Darknet Marketplaces